

Central Coast RNN				
Reach of Channel Utilization for Federal Fiscal Year 05				
Channels utilized for services provided				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
CHANNELS				
Community Clinics	No		Yes	
Community Youth Organizations	Yes		Yes	
Faith/Church	No		No	
Farmers' Markets/Flea Markets	Yes		Yes	
Festivals	Yes		Yes	
Food Closets/Food Pantries	Yes		No	
Food Stamp Offices	Yes		No	
Grocery Stores/Supermarkets	Yes		Yes	
Head Start	Yes		Yes	
Healthcare Facilities	No		No	
Healthy Start/First Five Commissions	No		No	
Indian Tribal Organizations	No		No	
Internet/Web	Yes		No	
Other Community Based Organizations	Yes		No	
Parks, Recreation Centers	Yes		Yes	
Print	Yes		Yes	
Public Health Department	Yes		Yes	
Radio	Yes		Yes	
Restaurants/Diners/Catering Trucks	No		No	
Schools (K-12)/School Districts	Yes		Yes	
Senior Centers	No		No	
Soup Kitchens/Congregate Meal Sites	Yes		No	
Television	Yes		Yes	
Universities, Community Colleges	No		No	
University California Cooperative Extensions	Yes		Yes	
Web/Other Media	Yes		No	
WIC Sites	Yes		Yes	
Worksites/Employers/Labor Groups	Yes		No	
Other	No		No	
RNN TOTALS				

Central Coast RNN
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	1	165,000	1	5,610,000	2	5,775,000
free TV ads	3	225,000	3	1,165,000	6	1,390,000
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	2	175,000	2	4	4	175,004
Print						
paid ads placed	2	14,000	2	159,000	4	173,000
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	8	579,000	8	6,934,004	16	7,513,004

Consumer Impressions may be duplicate counts

Central Coast RNN
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
# Agencies that submitted media alerts or tip sheets to TV	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	4	n/c	9	n/c	13	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# press releases submitted	4	n/c	4	n/c	8	n/c
TV stories aired from releases	14	n/c	4	n/c	18	n/c
Total TV interviews conducted	1	n/c	3	n/c	4	n/c
TV stories from interviews	2	125,000	2	660,000	4	785,000
Total number of TV inputs	27	125,000	24	660,000	51	785,000
Radio						
# Agencies that submitted media tip sheets to radio	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	5	n/c	5	n/c	10	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to radio	2	n/c	2	n/c	4	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	1	n/c	1	n/c	2	n/c
Total # radio interviews aired	1	125,000	1	125,000	2	250,000
Total number of radio inputs	11	125,000	11	125,000	22	250,000
Print						
# Agencies that submitted any tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	2	n/c	4	n/c	6	n/c
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c
# Press releases submitted to print	4	n/c	8	n/c	12	n/c
Total print stories printed	4	240,000	4	340,000	8	580,000
Interviews with print outlets	1	n/c	0	n/c	1	n/c
Print Stories from interviews	1	34,000	0	0	1	n/c
Total number of print inputs	14	274,000	18	340,000	32	580,000
RNN TOTALS	52	524,000	53	1,125,000	105	1,615,000

n/c = not collected

Consumer Impressions may be duplicate counts

Central Coast RNN
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	1	n/c	1	n/c	2	n/c
Total Feature Stories Run	1	14,000	1	134,000	2	148,000
# Letters to Editor Submitted	1	n/c	10	n/c	11	n/c
Total Letters to the Editor Run	1	26,000	10	208,750	11	234,750
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	4	40,000	22	342,750	26	382,750

n/c = not collected

Consumer Impressions may be duplicate counts

Central Coast RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Grocery Stores						
# taste tests at grocery stores	11	640	82	7,739	93	8,379
# grocery store tours	0	0	0	0	0	0
# other grocery promotions	40	3,739	40	3,739	80	7,478
Total Grocery Store Events	51	4,379	122	11,478	173	15,857
Farmer's Markets						
# farmer's market taste tests	4	305	52	8,410	56	8,715
# farmer's market tours	1	105	50	3,422	51	3,527
# other farmers market events	1	105	0	0	1	105
Total Farmers Market Events	6	515	102	11,832	108	12,347
Restaurants						
# taste tests at restaurants	0	0	0	0	0	0
# restaurant tours	0	0	0	0	0	0
# other restaurant promotions	0	0	0	0	0	0
Total Restaurant Events	0	0	0	0	0	0
School and Worksite Food Service						
# cafeteria merchandising	0	0	0	0	0	0
# menu promotions	0	0	0	0	0	0
# other school and worksite promotions	0	0	0	0	0	0
Total School and Worksite Events	0	0	0	0	0	0

Reach of Sales Promotions Activities continued on the next page

Consumer Impressions may be duplicate counts

Central Coast RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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Central Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

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Central Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 2 of 4)

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Central Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

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Central Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Internet Hits (Duplicate Count)	Total Number of Websites	Total Internet Hits (Duplicate Count)
RNN CONTRACTS	1		1			
Internet						
# Websites	2	n/a	2	n/a	n/a	0
Total Internet	2	n/a	2	n/a	n/a	0
RNN TOTALS	259,274	2,066	306,913	23,333	566,183	25,399
n/a = not applicable						

Central Coast RNN						
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)						
Environmental change includes changes to the economic, social or physical environments.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	Yes		Yes			
Developed/maintained school or community garden	Yes		Yes			
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	Yes		Yes			
Improved access and appearance of stairwells	Yes		Yes			
Improved food choices in cafeterias and worksites	No		No			
Improved transportation to and from markets	No		No			
Increased daily nutrition announcements, tips and posters in schools and worksites	No		No			
Increased distribution and access to fruits and vegetables in local stores	Yes		Yes			
Increased fruits and vegetables at group functions	Yes		Yes			
Increased lighting, paths, times to promote biking and walking	No		No			
Increased promotion of and access to information for federal food assistance programs	Yes		Yes			
Initiated/Implemented farmers' market, coop, CSA or other agriculture related environmental change	No		No			
Initiated/Implemented school salad bar program	Yes		Yes			
Limited access to high fat milk products	No		No			
Limited access to soda	Yes		Yes			
Limited access to unhealthy foods	Yes		Yes			
Made healthy snack carts available	Yes		Yes			
Replaced vending machine choices with healthier foods	Yes		Yes			
RNN TOTALS						
Policy, Systems & Environment changes continue on the next page.						

Central Coast RNN				
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)				
Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
POLICY				
Adopt local policies that require sidewalks, bike paths and safe routes	Yes		Yes	
Establish policies that make after school programs are available and promote nutrition and physical activity	Yes		Yes	
Established commercial free schools	Yes		Yes	
Established policies about serving healthier foods at meetings or event	Yes		Yes	
Established policies regarding food stamps, food security or food banks	Yes		Yes	
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes	
Established policies that ensure implementation of physical education in K-12	Yes		Yes	
Established policies that require at least 50% of food in school food service are healthy options	Yes		Yes	
Established policies to encourage development of healthy food vendors	Yes		Yes	
Ratified rules to promote physical activity	Yes		Yes	
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		Yes	
Worked with groups for policy agenda	No		No	
RNN TOTALS				

